



The Fire Station Cannabis Co.

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AU-R-000454
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AU-R-000686
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This entity qualifies for the Gold level tier of
the Social Equity All-Star Program



FY2023

Social Equity Plan

Introduction

The Fire Station Cannabis Co. (TFS) is a U.P. business that was started by brothers-in-law Stosh Wasik and Logan Stauber. They met in early 2017 and instantly recognized their mutual passion for entrepreneurship and shared interest in the fast growing marijuana industry. By the end of 2017, TFS was officially incorporated.

Stosh and Logan opened their first cannabis business, The Fire Station Medical Marijuana Provisioning Center, in Negaunee Township in October of 2019. Since then, TFS has opened eight Adult Use Marijuana Retail locations across Michigan's Upper Peninsula. TFS employs over 170 U.P. residents and reinvests in local communities through various social equity efforts.

TFS values are the foundation of our company culture. These values include adventure, community, diversity, de-stigmatization, equality, and innovation.

Mission & Approach to Social Equity

Since the beginning, TFS has made community a top priority. Community involvement is heavily incorporated into its business model, as it is one of the company's core values. This is reflected in our company protocol, employee-customer interactions, and in our drive to implement social equity initiatives on a local level.

TFS's mission revolves around serving as a source of information, providing cannabis education, and working to decrease the stigmatization of marijuana. TFS provides resources and tools to engage individuals and establishments to reach their goals in the cannabis industry. We will continue to prove that there is a successful, functional future for marijuana and the marijuana industry that can transform and benefit individuals, families, communities, states, and the nation as a whole.

TFS has always fostered a diverse, nondiscriminatory and unbiased work environment as an equal opportunity employer. TFS is operated by people who advocate heavily for the inclusion and equality of all walks of life, including but not limited to veterans, persons with disabilities, LGBTQ, women, various racial/ethnic minority groups, Native American tribes, various gender identifications, and more. TFS takes pride in setting a standard of excellence when it comes to community connection and involvement.

TFS has developed a social equity plan that is applicable to its local U.P. communities, as well as distant Michigan communities that have been disproportionately impacted by marijuana prohibition.

TFS Cares Committee

The Fire Station's social equity efforts stem from its TFS Cares Committee. The committee consists of multiple TFS Administration members, as well as employees from TFS's retail locations. The committee meets monthly or on an as-needed basis to discuss and act upon social equity, community reinvestment, and diversity opportunities, objectives and goals.

The current members of The Fire Station's TFS Cares Committee include:

- Logan Stauber, Owner/CEO
- Stosh Wasik, Owner/CEO
- Jacie Duranso, Director of Licensing/Compliance
- Kelsey Potes, Director of Marketing
- Lauren Rotundo, Outreach Coordinator
- Carlee Wasik, Director of Human Resources
- Eight rotating member from each of TFS's retail locations

Social Equity Efforts

Although The Fire Station operates solely in Michigan's Upper Peninsula – hundreds of miles from the nearest disproportionately impacted community recognized by the CRA – we consistently make efforts to be meaningful contributors to the CRA's Social Equity Program.

College Scholarships

The Fire Station is in the process of establishing scholarship funds at each of the Upper Peninsula's public universities that offer cannabis-related degree programs. The scholarships will be administered by each university, with the following requirements:

1. The recipient is studying in a cannabis-related degree program
2. The recipient is a junior or senior class standing
3. The recipient graduated from a high school in one of the Michigan communities that meet criteria for the State of Michigan's [Social Equity Program](#)
4. Financial need preferred

The Fire Station completed its gift agreement establishing an annual scholarship at Northern Michigan University in December, 2022. TFS will be working with the U.P.'s remaining universities with cannabis-related degree programs to establish a similar scholarship in early 2023.

State and Local License Application Fee Support

The Fire Station will provide fee support to individuals from CRA identified disproportionately impacted communities who are in the process of obtaining a State or Local License and are in need of financial assistance. The form for partners to reach out can be found [on our website](#).

Legal Consulting & Legal Expense Support

The Fire Station will cover legal consultation fees to marijuana license applicants who have qualified for the CRA's social equity program who are in need of financial assistance to a capped amount. The form for partners to reach out can be found [on our website](#).

Employment Opportunities

The Fire Station actively seeks to employ individuals who have relocated to the Upper Peninsula from one of the CRA-identified disproportionately impacted communities. According to a recent employee survey, approximately 25 percent of The Fire Station's staff formerly resided in one of the CRA-identified areas.

Social Equity Outreach

The Fire Station will provide educational and outreach sessions in partnership with the CRA to social equity program participants. TFS is currently working with the CRA Social Equity Committee to sit on a panel in the spring of 2023 to share our experience of putting on the first licensed consumption event in the Upper Peninsula, Camp Cannabis. Further, TFS will also provide mentorship to social equity program participants at no cost.

Business Partnerships

The Fire Station has partnered with licensees who qualified for the CRA's Social Equity All-Star Program on business ventures. Qualified partners include:

- North Coast Cultivators (Bronze level)

Social Equity Education

The Fire Station will provide information and assistance for the expungement of marijuana-related convictions for Michigan residents. Further, TFS will also provide education to its customers and communities related to marijuana-related convictions through partnerships with organizations such as The Last Prisoner Project.

Diversity and Inclusion

Leadership Diversity Training

The Fire Station is implementing a Diversity & Inclusion Strategic Plan in 2023. The initiatives within this plan include:

- Having all company leadership complete "Diversity in the Workplace Training," via [MylifeExpert](#). This will be completed by 2/1/23.
- Follow the guidelines issued by the Tribal Employment Rights Organization (TERO) to increase employment and inclusivity among tribal members.
- Enact a 'Get to Know Your Hannahville Community' series focused on the Hannahville Indian Community

Statewide Involvement

The Fire Station is eager to continue conversations surrounding diversity and inclusion at the state level. TFS's Human Resources Director, Carlee Wasik, will begin serving on the Michigan Cannabis Regulatory Agency's (CRA) [Diversity, Equity and Inclusion Workgroup](#) (DEIW) in 2023.

Women in Cannabis Series

The Fire Station proudly employs a large percentage of women in administrative roles. We have put together [digital features](#) on some of these women, and continue to feature diversity on our marketing channels.

Corporate Spend Plan

The Fire Station focuses on supporting businesses that are 50% or more owned and operated by an individual or group in one of the following categories: minorities, women, veterans, tribal, LGBTQ, and people with disabilities. Some of our partners include:

- Emerald Transport
- HOG Cannabis Co.
- MC3 Botanicals
- Northstar EAP
- Valorcraft

In addition, The Fire Station has become a member of the [Minority Cannabis Business Association](#) and makes contributions to the [Great Lakes Women's Business Council](#).

Community Reinvestment Plan

The Fire Station has made it a priority to engage in community outreach efforts within the U.P. municipalities where we operate. There are many individuals and organizations in the U.P. who face the same struggles as those residing in the communities recognized by the CRA. The Fire Station's community reinvestment plan details our commitment to make meaningful contributions – either in the form of sponsorships, donations, or volunteerism – to organizations and nonprofits that align with our company values.

Sponsorships

- Events
 - American Cancer Society Relay for Life
 - Bark River Off Road Races
 - Blues Fest
 - Bridgefest
 - Connect Marquette
 - Copper Dog 150
 - Fresh Coast Plein Air Festival
 - Heikki Lunta Festival
 - I-500 Snowmobile Race
 - [Kick it to Cancer Kickball Tournament](#)
 - [Marquette Pride Fest](#)
 - Parade of Nations
 - [Pride Fest Sponsorship](#)
 - Project Jade
 - Riverfest
 - Stick it to Cancer Hockey Tournament
 - Suicide Prevention Walk
 - U.P. 200
 - U.P. Championship Rodeo
- Conferences
 - [Northern Michigan University Great Lakes Cannabis Conference](#): The Fire Station Cannabis Co. was the presenting sponsor for the first-of-its-kind event hosted at Northern Michigan University this spring. The Great Lakes Cannabis Education Conference was held on NMU's campus on April 19, 2022. The conference showcased best practices in cannabis teaching and research, summarized the industry's current state and developing trends, and provided insights from employers and experts. Company CEOs Stosh Wasik and Logan Stauber both sat on a panel of industry professionals for a segment of the event

during which they answered audience questions related to getting started and establishing a successful business in the cannabis industry. Both Stosh and Logan are NMU alumni.

- [Connect Marquette Conference](#) - The Fire Station was one of the sponsors for the annual Connect Marquette professional development conference, targeted at working professionals throughout the county. The 2022 conference was centered on the theme of “Resilience” and featured important panel discussions such as diversity in the workplace, mental health, and work-life balance.

Donations

- Communities
 - Copper Harbor Trails Club
 - [Negaunee Township](#)
 - Noquemanon Trail Network
- Organizations
 - [Blue Star Service Dogs](#)
 - Houghton Volunteer Fire Department
 - [Last Prisoner Project](#): In an effort to give back to the greater cannabis community, The Fire Station partnered with the Last Prisoner Project in November 2022 for their Letter Writing Campaign. Seven TFS locations held a letter writing station in their lobby, providing all materials needed for customers to write a letter to an individual who is currently incarcerated for cannabis use in a state where cannabis has been legalized. TFS also held a month-long donation period where all proceeds collected from its eight locations will be donated to the Last Prisoner Project to support the program's efforts.
 - [Missing and Murdered Indigenous Women](#)
 - Munising Volunteer Fire Department
 - Northwood Animal Shelter
- Food pantries
 - [Canna-Thon drive](#)

Volunteerism

The Fire Station has implemented a Volunteer Time Off (VTO) policy whereby we will grant any full-time employee with eight hours of paid leave and part-time employee with four hours of paid leave to participate in a volunteer activity that directly relates to social equity or one of our company core values. TFS provides information on recommended volunteer opportunities to staff on a regular basis, and awards VTO once participation has been verified.

TFS employees have volunteered for opportunities such as:

- Roadside trash clean up
- Beach clean up
- [Spread Goodness Day](#)
- Earth Day
- Luncheons for the elders of the Hannahville Indian Community

Customer Group Discounts on Purchases

In addition, The Fire Station offers standing discounts to customers who are Native American tribal members, hold a medical marijuana card, active military members or veterans, teachers, and individuals working in emergency medical services.

Cannabis De-stigmatization

We believe that part of our responsibility under our social equity plan is to make meaningful contributions to the de-stigmatization of cannabis. We accomplish this by creating engaging and informational content, being good community partners, and through the implementation of innovative ideas.

TFS's Temporary Marijuana Event "Camp Cannabis"

TFS was the official retailer for the Upper Peninsula's first ever Adult Use Temporary Marijuana Event called [Camp Cannabis](#). This event occurred in October of 2022, and was the first ever legal TME within the Upper Peninsula. The main purpose of this event was to provide opportunities for community engagement, provide cannabis education, and create a space for regulated cannabis activities. This event drew in over 2,200 attendees who were able to enjoy the event as well as contribute to the local Marquette economy. An event like this is very rare within the area and was a great opportunity for local cannabis community members to connect. Additionally, TFS opened up temporary job positions specific to the planning of the event, as well as volunteer opportunities during the event which allowed those looking to gain experience in the cannabis industry the opportunity to do so.

Local Outreach Education Efforts

TFS has worked with local community organizations to provide education for Upper Peninsula residents. So far, TFS has partnered with the following organizations:

- Hannahville Health Clinic
- Northern Center for Lifelong Learning
- Camp Cannabis Outdoor Education Pavilion